



A STUDY ON CUSTOMER SATISFACTION TOWARDS AMAZON PRIME VIDEO IN MADURAI CITY

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ABSTRACT:

This study investigates customer satisfaction with Amazon Prime Video in the context of Madurai city, employing a diverse sample and a multifaceted approach to data collection. Using primary data through structured questionnaires and secondary data from various sources, the study aims to analyse factors influencing satisfaction, streaming quality, and customer support effectiveness. The data collected from 60 respondents reveals demographic trends, subscription preferences, and content consumption habits. Statistical tools and graphical representations facilitate a comprehensive analysis of findings, including user demographics, satisfaction levels, and factors influencing choices. The geographical focus on Madurai provides insights into local preferences and habits. These findings contribute to understanding and enhancing customer satisfaction dynamics for Amazon Prime Video users in Madurai.

KEYWORDS:

AMAZON PRIME VIDEO, CUSTOMER SATISFACTION, USER EXPERIENCE, STREAMING QUALITY, CUSTOMER SUPPORT.

1.1 INTRODUCTION

In the rapidly evolving landscape of digital entertainment, Amazon Prime has emerged as a dominant player, offering a comprehensive suite of services that extend far beyond traditional e-commerce. Central to its multifaceted offerings is Amazon Prime Video, a streaming platform that has become an integral part of many households globally.

As consumers increasingly shift towards digital platforms for their entertainment needs, understanding the dynamics of customer satisfaction becomes paramount. This study seeks to delve into the intricate nuances of customer satisfaction within the realm of Amazon Prime Video. By examining the factors that influence users' contentment, exploring preferences, and evaluating the overall experience, this research aims to contribute valuable insights into the evolving landscape of streaming services.

Amazon Prime Video not only provides an extensive library of movies, TV shows, and original content but also offers additional perks such as expedited shipping, exclusive deals, and access to other Amazon Prime services. The interconnected nature of these services further complicates the understanding of what contributes to or detracts from customer satisfaction.

Through a comprehensive exploration of user experiences, preferences, and expectations, this project aims to shed light on the factors that define satisfaction with Amazon Prime Video. As the digital entertainment industry continues to redefine the way audiences engage with

content, this research endeavours to provide a meaningful understanding of how Amazon Prime Video stands out in meeting the ever-evolving expectations of its diverse user base.

1.2 STATEMENT OF THE PROBLEM

In the contemporary landscape of abundant streaming platforms, the central problem revolves around understanding customer satisfaction with Amazon Prime Video amidst numerous competing options. The overarching questions include: Why do customers choose Amazon Prime Video over other platforms? What are the key factors influencing this choice? And, how do the unique offerings of Prime Video contribute to overall customer satisfaction.

The proliferation of streaming services has created a complex decision-making environment for consumers who must navigate through a multitude of options. This research aims to unravel the intricate dynamics behind customer choices, focusing on Amazon Prime Video. By examining elements such as content variety, user experience, and exclusive offerings, we seek to identify the fundamental determinants influencing customer decisions. Furthermore, the study aims to understand how these factors contribute to overall customer satisfaction within the dynamic and competitive landscape of streaming platforms. This investigation is not only crucial for academic understanding but also holds practical implications for the streaming industry, providing insights that can inform strategic decisions to enhance user

satisfaction and loyalty.

1.3 REVIEW OF LITERATURE

Kaplan & Haenlein (2010), "Modern era entertainment consumption over internet" Rapid proliferation of internet among the masses followed by growth of web 2.0 has led to the emergence of online platforms that engage in peer-to-peer sharing and collaboration. The sharing includes open-source software to encyclopedias to music and movies. Online sharing has now become a part of the emerging sharing economy.

Wenzel, Mahle, & Pätzmann, (2016), "Viewers give importance to the service quality of online streaming channels like Amazon and Netflix" Service quality has been measured on RATER scale where R stands for reliability, A for assurance, T for tangibility, E for empathy, and R for responsiveness (Parasuraman et al., 1988). This study has taken the dimensions of audio and video quality, content, ease of use and price as criteria for assessing service quality perceptions of viewers of Amazon and Netflix.

Karan sabharwal (research scholar, IGNOU) says video streaming is becoming part of our modern daily lives, which means no domination of TV networks. Amazon and Netflix are the two major players in the online video streaming market. Netflix has been world's leading online streaming network since 1997 while Amazon prime video was launched in 2006 in the US. Subscribers can watch anytime, anywhere, on nearly all devices connected with internet connected. To keep pace with the competition, Amazon has introduced a number of exclusive content deals to differentiate its service. This paper presents a case study on the comparative analysis of the two main players and the strategies they use to capture the Indian market.

1.4 OBJECTIVE

- To assess the overall satisfaction levels of Amazon Prime Video users.
- To identify the key factors influencing customer satisfaction in Amazon Prime Video.
- To know what influences customers' decision to use Amazon Prime Video.
- To analyse the streaming quality and potential issues faced by users.
- To explore the effectiveness of customer support services provided by Amazon Prime Video.

1.5 RESEARCH DESIGN

The research employed a mixed-method approach to gauge customer satisfaction with Amazon Prime Video. Primary data were gathered through questionnaires distributed among 60 respondents, chosen through simple random sampling. These participants have varied experiences with Amazon Prime Video. Statistical instruments, including pie charts and bar charts, serve as crucial components in the assessment of customer satisfaction levels, allowing for a visual depiction of data patterns and trends. The utilization of these tools aims to provide a comprehensive and visually accessible analysis of the factors influencing customer satisfaction with

Amazon Prime Video. Secondary data were obtained from reputable journals and online sources, contributing to the study's depth and context. The integration of both primary and secondary information, along with the visual representations through statistical tools, enhances the robustness of the findings, providing a thorough understanding of customer satisfaction with Amazon Prime Video.

1.6 DATA ANALYSIS:

CLASSIFICATION OF RESPONDENTS ACCORDING TO DEMOGRAPHIC PROFILE

1.6.1 TABLE

GENDER OF THE RESPONDENTS

SI NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES
1	Male	42	70
2	Female	18	30
Total		60	100

INTERPRETATION:

The above table data indicates that 42% of respondents were male and 18% were female.

1.6.2 TABLE

ON A SCALE OF 1 TO 5, HOW SATISFIED ARE RESPONDENTS USING PRIME VIDEO?

SI NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	1.(Very satisfied)	18	30
2	2.(Satisfied)	23	38
3	3.(Neutral)	14	23
4	4.(Dissatisfied)	04	7
5	5.(Very dissatisfied)	01	2
Total		60	100

INTERPRETATION:

The above table data indicates that 30% of respondents are very satisfied using Amazon Prime Video, 38% of respondents are satisfied using Amazon Prime Video, 23% of respondents are neutral using Amazon Prime Video, 7% of respondents are dissatisfied using Amazon Prime Video and 2% of respondents are very dissatisfied using Amazon Prime Video.

1.6.3 TABLE:

HOW SATISFIED WERE YOU WITH THE CUSTOMER SUPPORT SERVICE OF AMAZON PRIME VIDEO?

SI NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
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1	Very Satisfied	18	30
2	Satisfied	24	40
3	Neutral	14	23
4	Dissatisfied	01	2
5	Very dissatisfied	03	5
Total		60	100

1.7 FINDING

- 86% majority of respondents ages are 18 – 25.
- 39% majority of respondents are satisfied using Amazon Prime Video.
- 40% majority of the respondents are satisfied using Amazon Prime Video customer support.

1.8 CONCLUSION:

In conclusion, the study on customer satisfaction with Amazon Prime Video provides valuable insights into user preferences and perceptions. The majority of respondents, particularly those in the 18-25 age group, expressed overall satisfaction with the service. Male respondents were predominant, and a significant portion reported regular usage of Amazon Prime Video, indicating its popularity.

Positive feedback on subscription fees and content quality highlights areas where Amazon Prime Video excels. However, the study also underscores potential areas for improvement, such as customer support services. While satisfaction levels are generally positive, addressing any identified shortcomings could further enhance the overall user experience.

The findings offer actionable data for Amazon Prime Video to refine its strategies, ensuring that it continues to meet user expectations and maintains a competitive edge in the streaming service market. As customer satisfaction is crucial for user retention and loyalty, insights from this study can guide Amazon Prime Video in making informed

decisions to optimize its services and maintain a strong position in the ever-evolving landscape of online streaming.

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